

**AN APPARATUS, SYSTEM, METHOD AND COMPUTER PROGRAM
PRODUCT FOR CREATING SHORTCUTS TO FUNCTIONS IN A
PERSONAL COMMUNICATION DEVICE**

ABSTRACT

[0076] An apparatus, system method, and computer program product for creating shortcuts to functions of a personal communication device that includes the use of an RF tag reader in personal communication device and RF tags placed different locations pertinent to a user. Upon receipt of the RF information, the personal communication device executes a preset shortcut stored in a memory, and prompts a user to select or create a new shortcut. The memory location for storing a shortcut can be the memory in the personal communication device, the memory in an RF tag or the memory in a network server. The shortcut includes at least a RF tag ID; a description of a command, macro or script and information defining the format and properties of the shortcut. Upon execution of the shortcut, and application program is selected for controlling a function of the personal communication device.